

# IBM CUSTOMER FACING SOLUTIONS



## Via Rail

Keeping the train moving faster, better and online

### Challenge

VIA Rail realised that its customers were becoming increasingly tech-savvy so they wanted to respond to this development with cutting-edge technology that could provide their customers with the convenience and efficiency that VIA offers in other parts of its customer experience. In 2003, approximately 240,000 customers used the Internet to reserve and pay for VIA tickets, only to have to wait in line at a station for their tickets or request the tickets be delivered by mail.

### Solution

With IBM's expertise in kiosk-based solutions, we came up with a solution for VIA Rail rather quickly: VIA ExpressTicket. VIA's team immediately saw the VIA ExpressTicket kiosks as a natural extension to Internet booking. Co-developed by IBM and a VIA project team, the kiosks link to the VIAnet reservation system--also developed by IBM--to allow customers to access and obtain tickets for an existing reservation or make a reservation using a debit or credit card payment. Additionally, when customers buy tickets online they can have the kiosks scan the bar code on their printed confirmation report to issue the tickets.

### Results

VIA Rail Canada has deployed 33 IBM self-service ticketing kiosks at 11 train stations across Canada, making it the first and only passenger transportation company in the country to offer customers the option of both reserving and purchasing travel tickets through a kiosk.